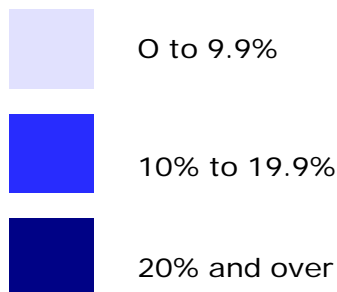
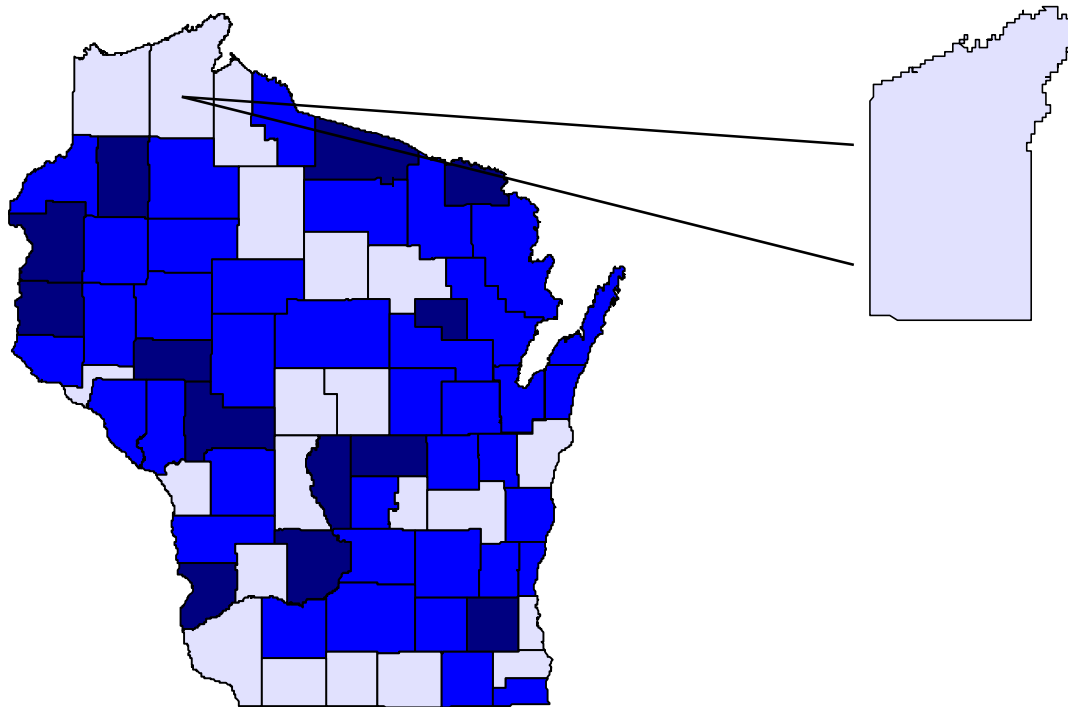


# Bayfield County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Bayfield County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

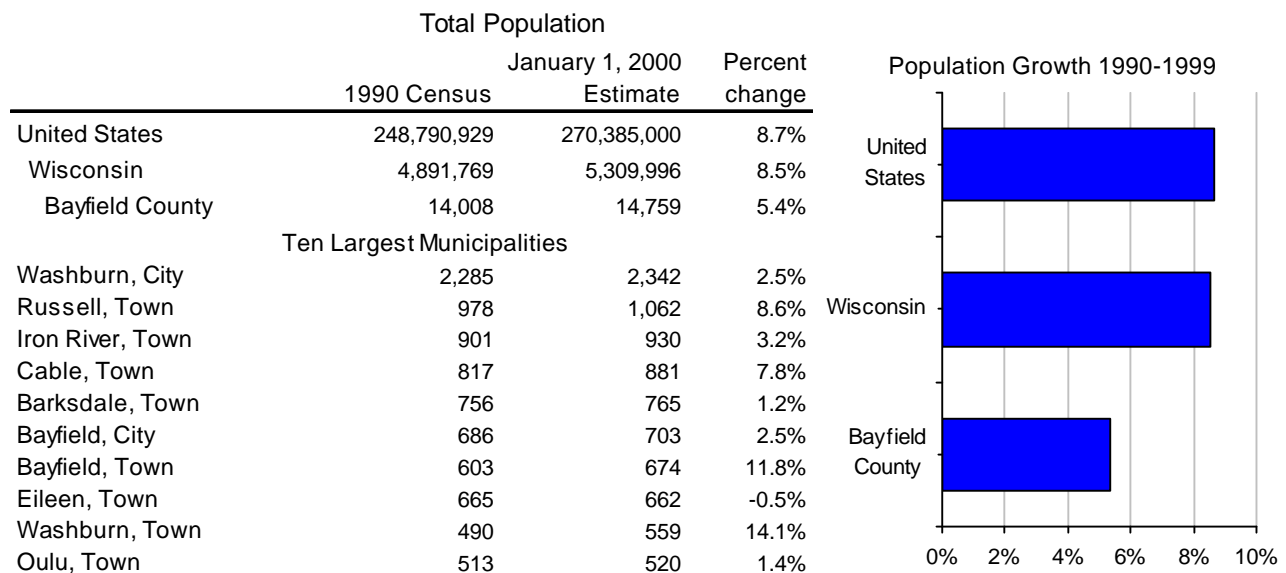
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email ([gehrkb@dwd.state.wi.us](mailto:gehrkb@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Bayfield County Population and Civilian Labor Force

The total population in Bayfield County grew 5.4 percent between 1990 and January 2000, less than both state and national expansion. Because the area is large, rural, and the towns are relatively small, population increases were spread throughout the county. Increases in population among the ten largest municipalities, however, accounted for roughly 54 percent of the population growth. All of the growth in the county occurred from migration. In fact, the number of people migrating, 825, exceeds the total increase in county population. This produced a net migration rate of 5.9 percent, higher than the state migration rate of 3.7 percent.

Of the 14,759 residents living in the county at the end of 1999, 11,369 (77%) were 16 years and older. Since 1990, this population segment increased 729, while the segment aged 15 years and under increased 21, resulting in a net county population increase of 751.

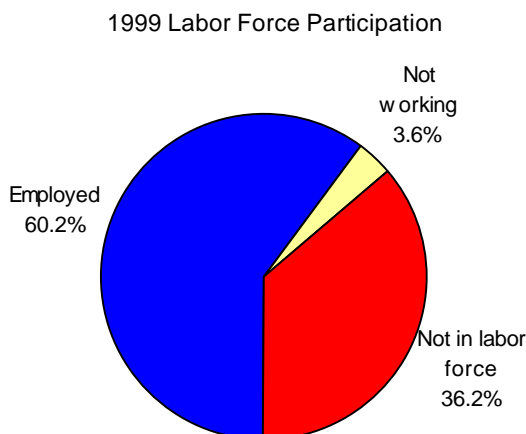


\* Bayfield County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Bayfield County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 11,270. Of those, 7,200 were actively participating in the labor force and the labor force participation rate was 63.8 percent. While that is an increase from 1990, it is below both the state and national participation rates of 72.3 and 67.1 percent, respectively.

As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most have retired.

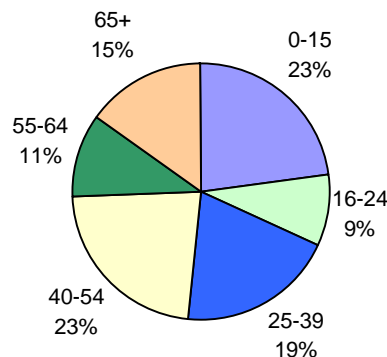
The most significant change from 1990 to 1999 in labor force age population (16 years and older) groups occurred as the 25-39 year old group matured. This, plus the influx of people migrating to the county, caused the expansion in the 40-54 year old group, making it the largest age group in the county in 1999. With high participation rates, this age group is a good supply of labor. However, the county labor force participation rate remains low because 34 percent of the labor force age population is over the age of 55, compared with 28 percent statewide.

The labor force age population will continue to grow, although the additions each year will become smaller, and the composition will change. By 2005, there will no longer be younger entrants to the labor force and any expansion will depend on higher participation rates or migration.

#### Bayfield County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	3,368	3,389	0.6%
16-24	1,234	1,311	6.3%
25-39	3,051	2,870	-5.9%
40-54	2,460	3,365	36.8%
55-64	1,434	1,573	9.7%
65+	2,461	2,250	-8.6%

Source: Estimated from WI Dept of Admin, Demographic Services Center, *Official Population Projections 1990-2020* and US Census Bureau



#### Bayfield County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	7,400	7,300	7,600	7,700	7,500	7,200
Employed	6,800	6,800	7,100	7,200	7,000	6,800
Unemployed	600	490	460	520	490	410
Unemployment Rate	8.0%	6.7%	6.0%	6.7%	6.6%	5.7%

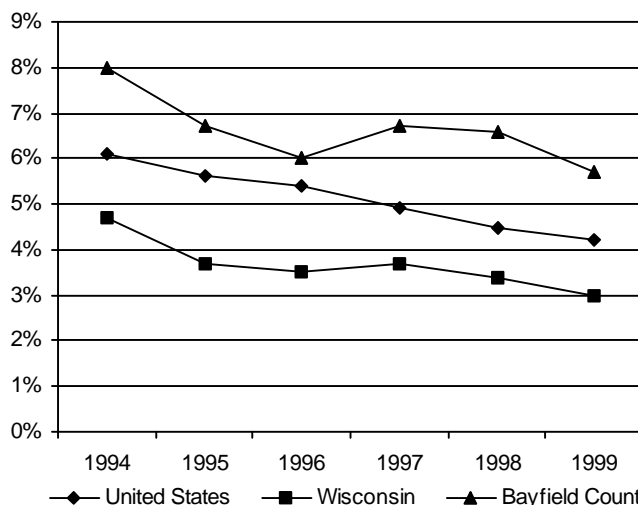
Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (63.8% of the labor force age population in Bayfield County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Bayfield County in 1999 of 7,200, 5.7 percent were unemployed. This is higher than both the state and national unemployment rates of 3.0 and 4.2 percent, respectively, in 1999. Since this is an average for the county, however, it includes four months when unemployment ranged from 2.0 to 4.0 percent. These low unemployment rates reflect a strain on the labor supply during the months of July through October.

Fewer residents were employed in 1999 than in the three of the last five years. Since total employment counts individuals (some who work more than one job) it can decline even as the number of wage and salary jobs increases. Also, the number of employed in Bayfield County includes not only residents

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

who work for employers located both in and beyond the county boundaries, but also all self-employed residents and proprietors. Roughly 35 percent of the number of employed in Bayfield County are either farm or nonfarm proprietors. The number of total employed in the county is unchanged from 1994, but the number of proprietors increased 236 during the same time span.

## Bayfield County Commuting Patterns

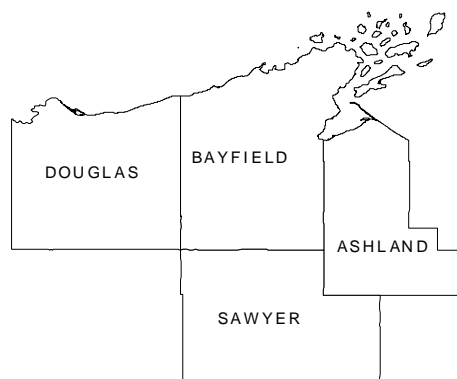
	Commute To	Commute From	Net Commute
Ashland County	1,739	191	-1,548
Douglas County	245	101	-144
Sawyer County	106	120	14
Minnesota	94	5	-89
Elsewhere	142	36	-106
Total	2,326	453	-1,873
Commute within County	3,343		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

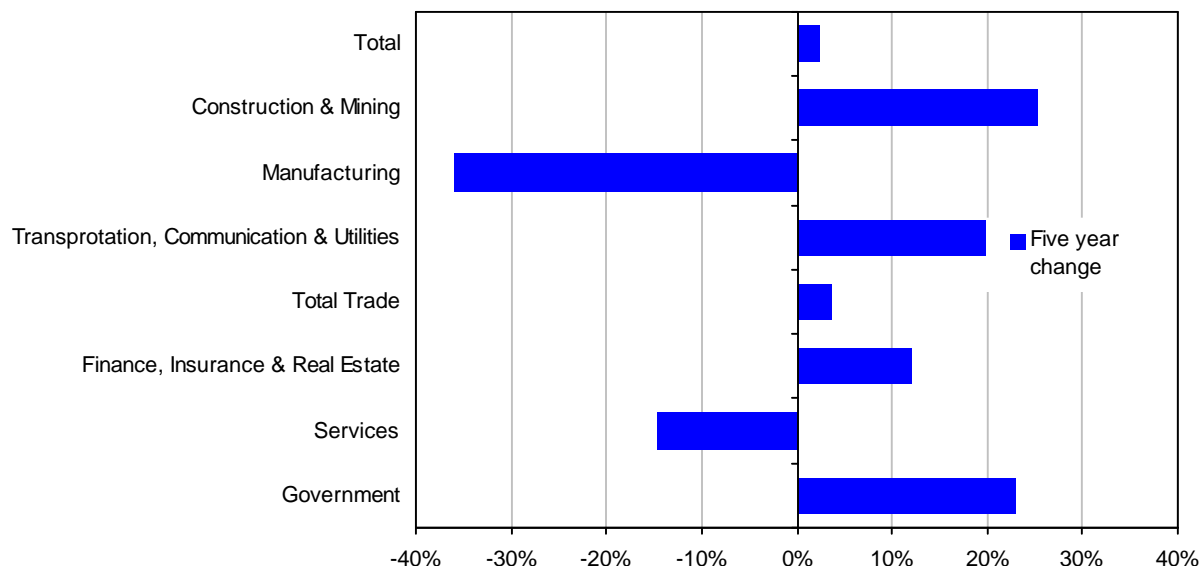
Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In Bayfield County, over 40 percent of the labor force was employed outside of the county. The primary destination was the City of Ashland in Ashland County where two in every three outbound commuters traveled for work. Most of them traveled from the cities of Washburn and Bayfield on State Highway 13 and converged with more Bayfield County commuters on State Highway 2 as they entered Ashland.

For those who live and work in the county, roughly 700 (21%) commute to jobs in the City of Washburn, and 450 (13%) to the City of Bayfield. The rest travel to smaller towns throughout the state's second largest county. The jobs they are commuting to vary from work with small manufacturing firms to restaurants and resorts, but mostly they travel to public sector employment. Nearly one-third of all jobs in the county are in the public sector. The largest industry group in the county is education, all of which is in local government.



## Bayfield County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
<b>Total</b>	3,630	3,636	3,708	3,699	3,662	3,716	1.5%	2.4%
<b>Goods Producing</b>	532	467	454	384	405	445	9.9%	-16.4%
Construction & Mining	170	183	187	185	196	213	8.6%	25.4%
Manufacturing	362	283	266	199	209	232	11.2%	-35.9%
Durable	310	228	217	167	177	187	6.0%	-39.5%
Nondurable	53	56	49	32	32	45	39.5%	-14.9%
<b>Service Producing</b>	3,098	3,169	3,255	3,315	3,257	3,271	0.4%	5.6%
Transportation, Communications & Utilities	182	196	215	232	225	232	2.9%	27.3%
Total Trade	756	800	793	785	755	785	4.0%	3.8%
Wholesale	74	81	68	59	54	57	5.8%	-22.2%
Retail	683	719	725	726	701	728	3.9%	6.6%
Finance, Insurance, and Real Estate	124	114	115	123	134	139	3.8%	12.1%
Services & Misc.	1,034	860	891	899	901	882	-2.1%	-14.6%
Total Government	1,002	1,198	1,240	1,276	1,243	1,233	-0.8%	23.1%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

Compared with five years ago, total nonfarm wage and salary jobs increased only 2.4 percent. This slow growth in the total number of jobs is the result of two of the major industry divisions, manufacturing and services, losing jobs over the five-year interim. Job growth in Bayfield County is less than the five-year increase statewide of 11.8 percent, but in the last year exceeded the 1.0 percent increase in the state.

The county lost jobs in manufacturing in 1994 when Trussworks, Inc., moved to Sawyer County and continued to decline in each subsequent year until 1998 when there was a small increase. The share of manufacturing employment in the county was never as high as in neighboring counties, but by 1999 it had declined from 10 percent in 1994 to six percent of all jobs. The loss of services jobs is less tangible. In 1995, employment with Indian owned enterprises, most of which were in the services industry, was reassigned from private to government sector ownership. This accounts for all of the loss in service industry jobs in 1994. Since then, services industry employment has increased, boosted by the re-opening of Telemark Lodge, but growth has been slow. In Bayfield County, the services industries are dominated by employment with resorts and motels, which is different from most counties in the state, where health care dominates the industry division. Over half of the jobs in the services industry are with resorts and motels.

# Bayfield County's Largest Industries and Employers

## Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	7	446	-33	16
Executive, Legislative, And General	28	343	16	19
Eating And Drinking Places	46	308	1	34
Hotels And Other Lodging Places	24	299	-33	-145
Amusement & Recreation Services	13	156	-9	1
Health Services	8	125	-1	-1
Environmental Quality And Housing	*	*	*	*
Membership Organizations	*	*	*	*
Special Trade Contractors	31	100	12	19
Automotive Dealers & Service Stations	11	91	24	2

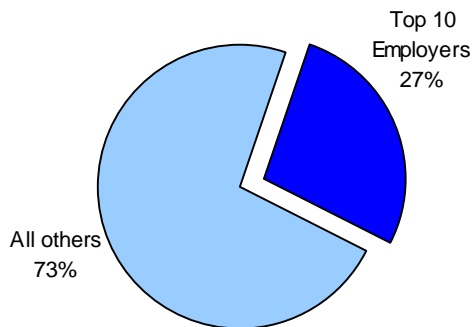
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## Top 10 Employers

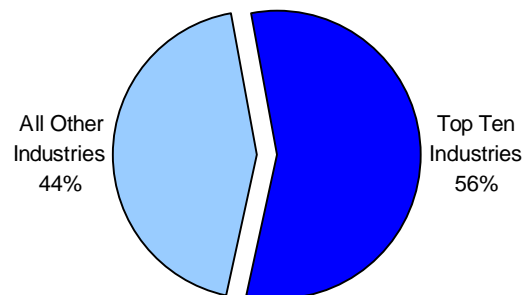
Company	Product or Service	Size
County of Bayfield	Executive & general government	100-249
School District of Bayfield	Education	100-249
School District of Washburn	Education	100-249
Northern Lights Health Care Center	Health care services: nursing care	50-99
Drummond Area School District	Education	50-99
Isle Vista Casino	Amusement services: gaming	50-99
Red Cliff Band, L.Superior Chippewa	Membership services: administration	50-99
Telemark Interval Owners Assn Inc	Hotels & lodging services: resort	50-99
South Shore School District	Education	50-99
Hood Equipment	Industrial equipment: logging	50-99

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

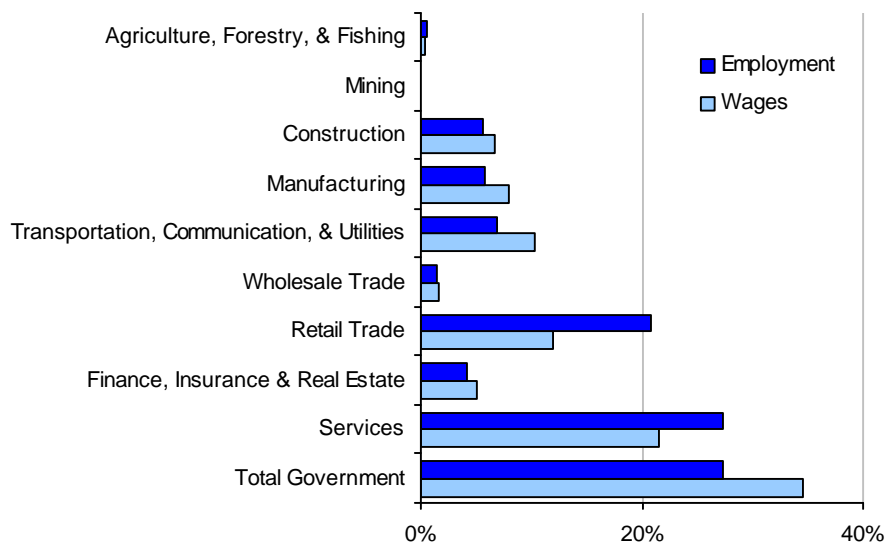


There are 477 employers in Bayfield County and 114 of them are in the services industry. The services industry division is represented by four industry groups in the top list: hotels and other lodging facilities, amusement and recreation, membership, and health care services. Like most counties, employers from the services industries appear more frequently on the list of largest employers, but unlike other counties, two of those employers in Bayfield are associated with membership organizations and amusement and recreation services. The largest industry group, education services, includes both public and private institutions and employment is most often included with the larger government sector since most schools are funded by local taxes. Employment with private education facilities is included in the services industry division. Five of the county's largest employers, including the largest, are government operated and four are school districts. The fact that hotels and lodging facilities is the fourth largest industry group, following eating and drinking establishments, confirms that Bayfield County has a lot of tourism. Retail trade, especially restaurants and bars (eating and drinking est.), is also linked with tourism, but there are no employers on the top ten list as most employers are small, although together they employ many workers. Manufacturing, which is only six percent of all employment, is not represented on the largest industries list, but is on the largest employer list.

## Bayfield County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$17,902	\$29,609	60.5%	4.5%	14.8%	3,651
Agriculture, Forestry, & Fishing	\$11,515	\$21,499	53.6%	-0.5%	53.4%	22
Mining	*	\$39,968	*	*	*	*
Construction	\$21,195	\$36,772	57.6%	-0.1%	26.1%	207
Manufacturing	\$24,389	\$37,773	64.6%	3.1%	11.1%	213
Transportation, Communications, & Utilities	\$27,019	\$34,523	78.3%	5.8%	20.8%	249
Wholesale Trade	\$19,645	\$38,048	51.6%	11.2%	44.0%	53
Retail Trade	\$10,186	\$15,066	67.6%	2.4%	16.3%	762
Finance, Insurance, & Real estate	\$22,139	\$37,911	58.4%	4.2%	18.5%	150
Services	\$14,100	\$26,041	54.1%	4.2%	7.0%	996
Total Government	\$22,651	\$32,017	70.7%	5.2%	19.4%	999

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

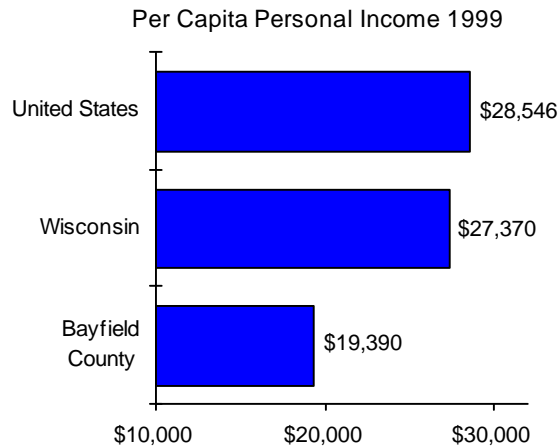
Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e., retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e., railroads, parochial schools; 3) employment and wages with Indian-owned establishments are reported by industrial classification, not by government ownership. This is most apparent in services and government.

Typically, the industry with the most workers has the highest payroll, and that's true in Bayfield County, but just barely. Government employment surpassed services by just three workers but greatly exceeds the services industry payroll. Government agencies had the highest payroll of \$22,628,535, while services had the second highest payroll of \$14,043,825. Because there were fewer workers to share a larger payroll, the annual average wage in government was much higher than in services. The services industry also has a high share of part time and seasonal workers. The same is true for retail trade where many workers share a much smaller payroll of \$7,761,587. Because the share of manufacturing employment is so small in the county, payroll in transportation, communication and utilities (TCU) exceeded that of manufacturing. The TCU payroll of \$6,727,641 was greater than payroll of \$5,194,903 in manufacturing. All industries reported a total payroll of \$65,359,139 in 1999.

Workers in transportation, communication, and utilities also earned the highest annual average wage in Bayfield County in 1999, but that was only 78 percent of wages for similar work statewide. The greatest disparity in wages between the county and the state appeared in wholesale trade. Overall, wages in the county are only 61 percent of the state average annual wage of \$29,609. This is a higher share than in the previous two years, but lower than any other year since 1992. Wage increases in the county exceeded the state increase of 3.8 percent from 1998 to 1999, but over the five-year period the increase was worse than the 21.7 percent increase in the state.

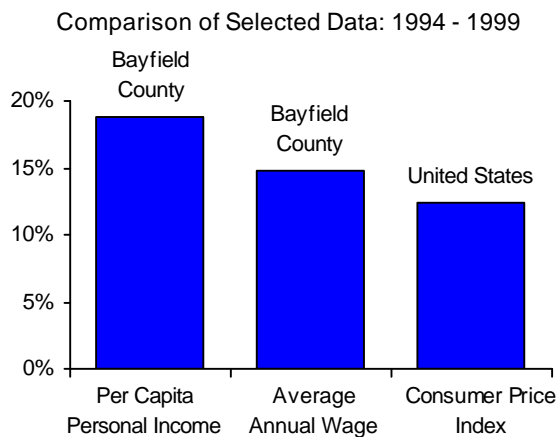


## Bayfield County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Bayfield County was 71 percent of the state's, and was higher than only 10 other Wisconsin counties.

The PCPI in Bayfield County, which increased 19 percent in the last five years, was slower than both national and state five-year growth of 26.4 and 26.1 percent, respectively. Annual increases in PCPI lagged both state and national growth in four of the last five years, including 1999.



The increase in PCPI was better than the increase in annual average wages. Net earnings from personal income, which includes income from not only wages of residents (many who work more than one job), but also self-employment and proprietor's income, comprised 57 percent of total personal income (TPI) and increased 21 percent. That alone is greater than the increase in annual average wages. In Bayfield County, income from residents who work in neighboring counties was 37 percent of net earnings and increased 24 percent from 1994 to 1999. Also, income from assets increased as a share of TPI while transfer payments declined. Income from assets, which was 23 percent of TPI, rose 33 percent and transfer payments, which are 20 percent of TPI, increased 23 percent. Comparatively, income from assets statewide increased 41 percent and transfer payments rose 19 percent.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Bayfield County	\$16,327	\$16,531	\$17,232	\$18,161	\$18,845	\$19,390	2.9%	18.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data		
	Mean	Median
Accountant	\$ 17.18	\$ 15.57
Amusement/rec.attd (casino wrk)	6.93	6.49
Bartender	7.22	7.10
Cashier-checker	6.72	6.40
Cook, restaurant	7.93	7.43
Janitor/cleaner	8.70	8.24
Laborer, landscaping & grndskpg	8.94	8.17
Maids/housekeeping cleaners	7.25	7.13
Nurse aide	8.74	8.41
Receptionist	8.38	8.21
Registered nurse	18.54	17.99
Retail salesperson	8.40	7.09
Secretary	10.42	10.39
Truck driver, heavy and OTR	14.47	13.39
Woodworking machine setter/ops	9.80	9.68

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Bayfield County was 73 percent of that for workers in all BOS counties. However, that varies by industry from 90 percent in the transportation, communication, and utilities division to 66 percent in construction.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor mark tightens employers offering low wages migrate closer to the mid-point.